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Ocklawaha Nurseries

O. W. CONNER

PROPRIETOR

CITRUS TREES DECIDUOUS TREES ORNAMENTALS
TANGERINE, FLORIDA

Dear Sir:-

Do not worry about grapefruit. Grapefruit for the past five seasons, as sold by the Florida Citrus Exchange, has averaged growers for all grapefruit, including culls shipped in plain boxes, \$2.18 per box f.o.b. shipping point, while oranges, including all grades and all varieties, have averaged over the same period \$1.65 per box.

Early grapefruit is far in the lead; shipments made in October and November, which is the early season afforded by Conner Prolific grapefruit, have averaged \$2.78 per box for all grapefruit shipped. Midseason to late grapefruit has averaged \$2.34 per box, showing a balance in favor of the Conner Prolific grapefruit of 44c per box for every box shipped of early grapefruit.

These are the reasons why we advise you to plant early grapefruit. Nearly the entire area planted in Central and South Florida, on both the West and the East coasts, has been planted to late varieties of oranges and grapefruit. It is not hard to figure out what will happen to the producers of late varieties of grapefruit and oranges in the future when their product is placed on the market in competition with cantaloupes, strawberries, and all kinds of fresh fruits that are produced in the North and placed on the Northern markets, to be sold in competition with their shipments.

When early grapefruit goes to the market in October and November, ripe, luscious and fit to eat, as Conner Prolific variety will be, during that season, there is nothing to compete with it. That is the reason why early grapefruit brings a high price. Government supervision will rule the shipment of fruit from Florida after the season of 1914-15, and you may depend upon it that early grapefruit will not be hampered by shipments of green, unpalatable stuff, as has been the rule in the past; therefore, prices should be better than ever before, and we advise you with all heartiness and with all good will and wishes for your prosperity to plant the Conner Prolific grapefruit and be sure of something stable in the way of returns. Keep out of competition with the other fellow as much as you can. Conner Prolific grapefruit is perfect on all classes of soil and on both rough lemon and sour orange stock. You can produce good color in October and November on high lands with Conner Prolific grapefruit on lemon stock, and on hammock lands and flatwoods lands in all parts of the state you can produce a fruit that has no equal in the world on sour orange stock. Recommended for all sections, endorsed by the Bureau of Pomology and guaranteed by us to be strictly A-1 in every particular.

Yours truly,
Ocklawaha Nurseries.

